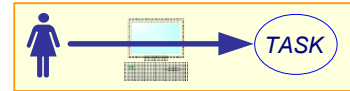


Design Heuristics for ERS Products



USAGE BARRIERS



1. Find Product **"Make it findable"**
2. Assess Product **"Make its purpose clear"**
3. Use Product **"Keep the user in control"**



- Limited time and attention **"Keep it simple"**
- Limited sensemaking capacity **"Make differences and similarities meaningful"**
- Limited memory **"Reduce memory burdens"**
- Existing domain knowledge **"Leverage previous knowledge & experience"**
- No experience using the product **"Provide learning aids"**
- No knowledge of the product design **"Make it communicative"**

4. Complete Task **"Support the user's task or query"**

DESIGNER'S HEURISTIC CHECKLIST

1. The product is made accessible where the user will be looking for it.
2. It is clear what the product can do for the user.
3. Descriptions are displayed for complex sub-sections.
4. Control is quickly returned to the user.
5. Errors and distractions are avoided.
6. Clearly marked "exits" are provided to the homepage, to major pages, and to go back.
7. The user can cancel and undo operations.
8. Shortcuts are provided for experts.
9. Steps to complete each operation are as simple as possible.
10. Text is simple and large blocks of text are avoided.
11. The layout is visually simple and contains plenty of whitespace.
12. Rarely-used features are hidden where possible.
13. Irrelevant and uninformative text and graphics are not shown.
14. Steps to perform similar operations are similar.
15. Pages and links are labeled consistently.
16. Terms, graphics, and colors are used consistently.
17. Similar graphics and controls look similar, dissimilar graphics and controls look different.
18. Related items are grouped together; unrelated items are separated.
19. Page elements are layed-out consistently.
20. Steps the user must perform are visible, enumerated, and highlighted.
21. Available actions and options are visible.
22. System status is always visible.
23. The user's location within the system is easily visible.
24. Information that users need to use and reference is visible.
25. Steps the user must perform reflect the real-world task.
26. System behavior and constraints reflect the real-world task and user expectations.
27. Information is located where the user expects it.
28. Outputs and results are as the user expects them.
29. An example of usage is given ("Hello World", Tutorials, sensible defaults) for complex operations.
30. Simple, task-oriented help is provided and easy to find.
31. Instructions are displayed for complex operations.
32. All unambiguous inputs are accepted..
33. Feedback is noticeable and informative.
34. Error messages help the user fix problems.
35. Links and labels describe underling information.
36. Terms are in the user's language, not the developer's language.
37. All necessary functionality and information to support the task/query is provided.
38. Relevant context information is provided (trends, baselines, geographic context).
39. Functionality to further utilize product outcomes/outputs is provided.
40. Links to artifacts that satisfy related queries or tasks are provided.
41. A subject matter expert or other person can be contacted for additional queries.